50th Anniversary of Whitman

Whitman COIN SUPPLY MERCHANDISER

WORLD'S LEADING NUMISMATIC SUPPLIER

DECEMBER, 1966 | RACINE, WISCONSIN | VOL. 7 NO. 6

R. S. Yeoman

FINAL EDITION

With the accelerated growth of the WHITMAN Hobby Supply Division, certain changes are inevitable to keep the department operating at peak efficiency. Sales and marketing responsibilities, as they affect wholesaler distribution to retailers, have now been transferred to another area of our company. New policies include combining WHITMAN hobby merchandise with lines of other subsidiaries of Western Publishing Company, namely, Watkins Strathmore and Golden Press. Field representatives of all three groups are now combined in a single sales force, members of which are assigned to all major trade areas of the United States.

The individual retailer will experience no significant change as far as his present source of WHITMAN coin and stamp supplies is concerned. His jobber very likely will be in an improved position for service and promotional aids under the new setup. As we see it, only improvement for both jobber and dealer can result.

A new kind of bulletin, wider in scope, will soon replace this MERCHANDISER. Our staff is still on the job as heretofore and prepared to answer your questions about WHITMAN hobby merchandise and related subjects.

Writing a personal message to our dealer friends in each issue has been a pleasant task. We regret that this informal line of communication between us must now come to an end.

We wish the best of luck to you and all our friends.

R. S. Yeoman

R. S. Yeoman
Vice-President and
General Manager
Coin Supply Division

AN EDITORIAL FAREWELL

"The old order changeth, yielding place to new,
And God fulfills Himself in many ways,
Lest one good custom should corrupt the world."

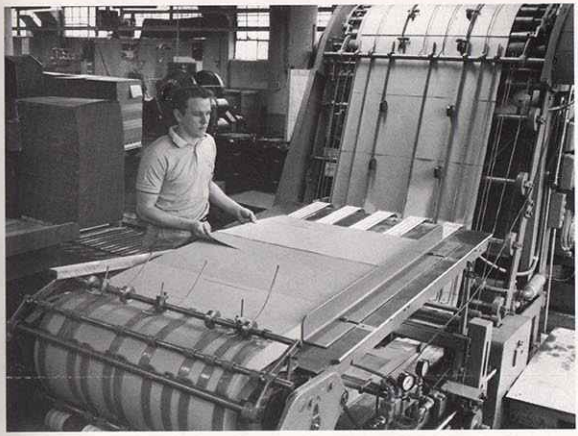
This quotation from Tennyson's *Morte d'Arthur* was written over a hundred years ago. It has always been one of my favorites, and since it seems quite appropriate for the passing of the MERCHANDISER I will not try to improve upon it.

For the past seven years I have enjoyed writing and editing this bi-monthly newsletter. It has been a means of direct communication with most of the loyal coin supply dealer friends of WHITMAN, and we trust that it has fulfilled its purpose of keeping you advised about changes, improvements and additions to our ever-growing line of collectors' supplies.

Now, many changes are taking place which will ultimately improve our products and services. The addition of a complete line of stamp supplies has made necessary the reorganization of our hobby line, and the former Coin Supply Division will now be known as the Whitman Hobby Division. A new insignia has been designed that will gradually replace the former WHITMAN eagle as a trade mark for our products. Other changes are in store, each of them aimed at creating a better and more salable line of hobby supplies.

This particular form of communication will be replaced by another medium that we hope will better serve your needs, and with this final edition of the MERCHANDISER I bid you a temporary farewell.

Kenneth Bressett



NEW MOUNTING MACHINE SPEEDS PRODUCTION

Elsewhere in this issue we mention an increase in the suggested retail price of the WHITMAN BLUE COIN FOLDERS to 39¢. We think that in this day of increasing costs in every area it is understandable that such a move was necessary. The old 35¢ price was maintained for many years beyond the point where other manufacturers would have found it necessary to increase the price. A combination of careful planning and improved equipment made it possible to hold the old price for so many years despite annual increases in the cost of paper products and labor.

One of the newest pieces of machinery responsible for holding manufacturing costs to a minimum is a mounting machine that was installed at Western's Plant 5 in Racine earlier this year. This machine, produced by Strachan & Henshaw Ltd. of England, mounts printed paper on chipboard for puzzles and WHITMAN'S popular coin boards.

Western has had a similar mounting machine for the past eight years. It handles a maximum sheet size of 30" x 40", while the new machine accommodates a maximum sheet size of 38" x 40". Both of these mounting machines have been custom designed and built for Western.

Also installed in Plant 5 this year was a 550 ton Bobst die cutter used to die cut appropriate holes in the coin boards. Installation of the die cutter was held up for several months due to damage incurred when the machine was dropped during unloading. The machine had to be returned to Switzerland for repairs.

It is hoped that the increased production facilities of these two new machines, coupled with other technical improvements, will enable WHITMAN to continue producing high quality albums at a minimum cost for many years in the future. Always a pioneer in progressive printing methods, Western uses equipment that consumes approximately 20,000,000 kilowatt hours of electricity each year, enough to service some 4,000 homes for the same period.

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COMING SOON MARK ✓ YOUR CALENDAR

"THE EARLY PAPER MONEY OF AMERICA," by Eric P. Newman, is now in the final stages of composition and should be ready for press within the next few weeks. We are extremely pleased to be able to publish this book for the numismatic fraternity, as it will mark a milestone in the literature of this hobby. A lifetime of preparation has gone into assembling information for this gigantic volume. It will cover thoroughly the historic, numismatic, and economic aspects of the early American, Continental, and Colonial currency and gives for the first time a complete catalog of every known issue, together with a list of current values. Special notations are made where counterfeits, trial pieces, and exceptional varieties are known.

The book will be the size of and a companion to Crosby's *Early Coins of America*. It will contain 360 pages and be fully illustrated with actual size photographs of the notes. An attractive full-color dust jacket has been planned. The retail price of the book will be $12.00.

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"A GUIDE BOOK OF MODERN LATIN AMERICAN COINS," by Robert P. Harris, is scheduled for release early next year, along with the Seventh Edition CATALOG OF MODERN WORLD COINS. These two books, together with the already greatly expanded WHITMAN line covering world coins, are eagerly awaited by collectors, and should mark a new era in foreign coin collecting. Never before has so much numismatic material been available for the foreign coin enthusiast, and never before has interest been at such a record peak.

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WHITMAN COIN TUBES FOR CANADIAN ROLLS of coins will shortly become available. These tubes are constructed exactly like the coin tubes for United States rolls and will be a boon to collectors who find that the slight difference in the size of Canadian coins precludes their storage in United States holders.

FOR the past several months WHITMAN has been experimenting with a 2" x 2" cardboard coin mount. A design and type of construction has been selected that will offer collectors an inexpensive, practical, and convenient method of storing and displaying single coins in this popular fashion. The new WHITMAN cardboard mounts will be available shortly. They feature a self-adhering, airtight permanent seal and a crystal-clear window of protective plastic.

NUMISMATICS RATED FOURTH U. S. HOBBY

Almost three-fourths of the adult American public has a hobby and coin collecting is the fourth most popular hobby, according to a survey conducted by National Hobby Institute, Cape Coral, Florida. A total of 73.9 per cent of more than 60,000 adults surveyed about their leisure time activities said they have a hobby. There were 24.2 per cent without a hobby, while 1.9 per cent did not have an answer.

One hundred per cent of those answering that they do not have a hobby

said they would like information on how to develop one. Asked "Would you join a community hobby class?" 78.8 per cent said they would, while 2.7 per cent said no and 18.5 per cent had no answer. Of those who do have a hobby, 16.1 per cent requested information regarding a new hobby.

Photography led the list as the number one hobby. A total of 14.5 per cent listed it first. It was followed by stamp collecting with 11.0 per cent; fine arts 8.4; coin collecting 8.2 per cent; ham radio 2.1; model trains 2.0, and model building 1.2 per cent. Handicraft art of all kinds totaled 23.7 per cent and various miscellaneous categories made up the difference.

NOW THERE ARE THREE

The latest publication in Whitman's expanding series of books on general foreign coins is now ready for distribution. Its title is *Current Coins of the World;* its author, the world renowned authority, R. S. Yeoman. With its appearance Whitman has at hand for the collector an unparalleled trilogy of books covering world issues from 1750 to date.

The need for this new volume became increasingly apparent as more new countries and new issues were constantly coming into being, and space in *Modern World Coins* became critical. *Current Coins of the World* thus includes listings

of all new issues and new countries that have been formed since the 6th Edition of Yeoman's familiar *Modern World Coins* catalog was released in 1964. To make this new book more complete and useful to the collectors of World War II issues, there is also an overlapping of general world coins since approximately 1940. The *Current Coins* book will now be the one to absorb new issues into each succeeding edition, leaving *Modern World Coins* to remain constant for the approximate period of 1850 to 1960.

A number of special features have been incorporated in this new book to make it easier for collector and dealer to use. Perhaps the most important single innovation is the inclusion of condition headings on each page. There is also a special page to help collectors identify dates on Israeli coins, and in certain cases a few "Late Listings" have been placed at the end of a particular section or country on the basis of advance information which seemed to be of a positive nature.

Basically, the *Current Coins* catalog strongly resembles its two older brothers in format and usefulness. It is expected to become the standard reference source for all current and new issues henceforth. The attractive volume has a durable library binding printed with a colorful design. Its size, 5″ x 7½″, 250 pages, makes it a perfect companion to the other Whitman books in this series. Stock number is 9383. Retail price $2.00.

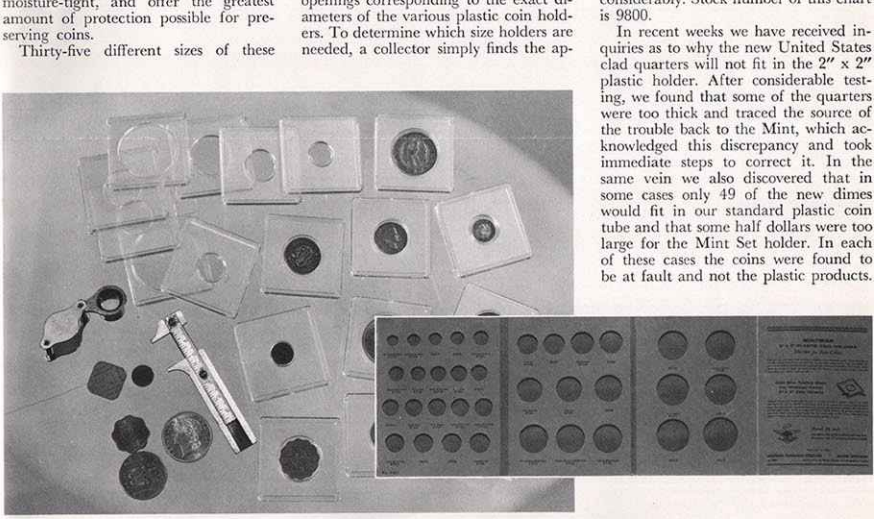
CHART PROMOTES SALES OF PLASTIC HOLDERS

The WHITMAN 2″ x 2″ plastic coin holder continues to lead the field as not only the best, but also the least expensive of its type. Designed to accommodate both United States and foreign coins of all standard sizes, these holders are constructed so as to be air and moisture-tight, and offer the greatest amount of protection possible for preserving coins.

Thirty-five different sizes of these holders are available to collectors. A handy coin-testing chart has been devised for store use, so that customers may select the appropriate size holders for their coins. This chart, constructed very much like a regular WHITMAN Blue Coin Folder, has a series of 35 openings corresponding to the exact diameters of the various plastic coin holders. To determine which size holders are needed, a collector simply finds the appropriate hole in the testing chart and orders by stock number the corresponding plastic holder.

If you do not have a supply of these free testing charts, be sure to request them through your jobber. They are a great sales aid and will boost your sales considerably. Stock number of this chart is 9800.

In recent weeks we have received inquiries as to why the new United States clad quarters will not fit in the 2″ x 2″ plastic holder. After considerable testing, we found that some of the quarters were too thick and traced the source of the trouble back to the Mint, which acknowledged this discrepancy and took immediate steps to correct it. In the same vein we also discovered that in some cases only 49 of the new dimes would fit in our standard plastic coin tube and that some half dollars were too large for the Mint Set holder. In each of these cases the coins were found to be at fault and not the plastic products.



ANOTHER GOOD YEAR FOR WHITMAN JOURNAL

As it enters its fourth year of publication, the WHITMAN NUMISMATIC JOURNAL shows itself as a key element in Whitman's overall publishing program. 1966 was an excellent year for the magazine. With declining circulations the rule throughout numismatics —some of the hobby giants lost as much as one third of their circulation— the Journal held its own and added to its reputation for publishing quality material.

The Journal's primary function is one of keeping all of Whitman's standard reference works up to date from one month to the next. Each issue contains listing of new coins for the CATALOG OF MODERN WORLD COINS. Periodically, new prices are entered for the Brown Book, as well as Bressett's GUIDE BOOK OF ENGLISH COINS, the RED BOOK, etc. But the Journal has gone beyond this function with the publication of important feature material in the form of articles which are serialized book-length manuscripts. Lively writing and sharp-pencilled editing have kept the magazine's tone readable, light and entertaining.

This shameless commercial will be wasted on most of our dealer friends, who are already dyed-in-the-wool *Journal* fans. For those of you who have not yet made the magazine's acquaintance, the message is a simple one: Subscribe. For a collector, a *Journal* subscription is a source of hobby pleasure. For a dealer, its [illegible] t it about time you su[illegible]

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NEW COIN AND STAMP ORDER BLANK

Have you seen the new WHITMAN Hobby Division dealer order blank? We are quite proud of it and think you will find it a very convenient means of ordering WHITMAN hobby supplies through your favorite jobber. If you have not yet received a supply of the new order blanks, be sure to request them from your jobber.

This new eight-page catalog lists all of the currently available coin and stamp supplies produced by the WHITMAN PUBLISHING COMPANY. Each item is illustrated and listed in the form of a convenient order blank. Currently available display units and prepacked items are also pictured and described.

The new order blank reflects a price increase in two of the most important items in the line, the GUIDE BOOK OF UNITED STATES COINS, by R. S. Yeoman, which now has a suggested retail price of $2.00, and the BLUE COIN FOLDERS, with a suggested retail price of 39¢ each. The complete line of WHITMAN magnifiers and the GUIDE BOOK OF ENGLISH COINS, which took price jumps earlier this year, are of course listed with these new prices.

We suggest that in order to avoid confusion, the new order blanks should be requested and used rather than the old incomplete blanks.

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Whitman COIN SUPPLY MERCHANDISER

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Editor ..... KEN BRESSETT
Vice President, Coin
Supply Division ..... R. S. YEOMAN

Available without charge to all of our dealer friends, to better acquaint them with the Whitman coin supply line and assist them in merchandising our products.

Whitman Coin Supplies are available through jobbers only. They are conveniently located in every trade area.